

# Content Marketing Software Market Size Expected To Reach \$15 Billion By 2027

*The Business Research Company's Content Marketing Software Global Market Report 2023 – Market Size, Trends, And Market Forecast 2023-2032*

LONDON, GREATER LONDON, UK, March 17, 2023 /EINPresswire.com/ -- The Business Research Company's "Content Marketing Software Global Market Report 2023" is a comprehensive source of information

that covers every facet of the content marketing software market. As per TBRC's content marketing software market forecast, the content marketing software market size is expected to grow to \$15.79 billion in 2027 at a CAGR of 19.3%.

“

The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032”

*The Business Research Company*



The Business  
Research Company

Content Marketing Software Global Market Report  
2023 – Market Size, Trends, And Market Forecast  
2023-2032

The increase in digitalization is expected to propel the growth of the content marketing software market going forward. North America is expected to hold the largest content marketing software market share. Major players in the content marketing software market include Oracle Corporation, Adobe Inc., PathFactory Inc., HubSpot Inc., Alma Media Oyj, Curata Inc., Sprinklr Inc., Contently.

Learn More On The Content Marketing Software Market By Requesting A Free Sample (Includes Graphs And Tables):  
<https://www.thebusinessresearchcompany.com/sample.aspx?id=7946&type=smp>

## Trending Content Marketing Software Market Trend

Technological advancements are a key trend gaining popularity in content marketing software. Major companies operating in the market are advancing toward the use of artificial intelligence to gain a competitive edge in the market. For instance, in February 2020, GroupM, a US-based media investment company, launched INCA, an artificial intelligence-powered, brand-safe platform for influencer and content marketing in India. INCA's platform is built on intuitive data-

driven planning, a network of creators, workflow management, content amplification, analytics, and optimization. With Inca, brands are connected with trustworthy and relevant influencers and reach customers with the assurance of brand safety, transparency, and guaranteed returns.

### [Content Marketing Software Market Segments](#)

- By Content Type: Social Media, Blogs, Videos, Infographics, Other Content Types
- By Component: Software, Services
- By Application: Content Creation, Content Analytics, Content Curation, Content Distribution, Campaign Management
- By End-Use: Automotive, Health care, Agriculture, Manufacturing, Power and Energy, Other End Use
- By Geography: The global content marketing software market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Read more on the global content marketing software market report at:

<https://www.thebusinessresearchcompany.com/report/content-marketing-software-global-market-report>

Content marketing refers to a marketing strategy used for attracting, engaging, and retaining an audience by creating and sharing relevant articles, videos, podcasts, and other media.

Content Marketing Software Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Content Marketing Software Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on content marketing software market size, drivers and trends, content marketing software global market major players, competitors' revenues, market positioning, and content marketing software market growth across geographies. The content marketing software global market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

Browse Through More Similar Reports By The Business Research Company:

Content Streaming Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/content-streaming-global-market-report>

Automatic Content Recognition Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/coronavirus-current-therapy-global-market-report>

Software Products Global Market Report 2023

<https://www.thebusinessresearchcompany.com/report/software-products-global-market-report>

About [The Business Research Company?](#)

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Email: [info@tbrc.info](mailto:info@tbrc.info)

Check out our:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Twitter: [https://twitter.com/tbrc\\_info](https://twitter.com/tbrc_info)

Facebook: <https://www.facebook.com/TheBusinessResearchCompany>

YouTube: [https://www.youtube.com/channel/UC24\\_fl0rV8cR5DxICpgmyFQ](https://www.youtube.com/channel/UC24_fl0rV8cR5DxICpgmyFQ)

Blog: <https://blog.tbrc.info/>

Healthcare Blog: <https://healthcareresearchreports.com/>

Global Market Model: <https://www.thebusinessresearchcompany.com/global-market-model>

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[info@tbrc.info](mailto:info@tbrc.info)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/622739429>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.